

Letters to the Editor

FACTS

Editor, Torrance Press
The Torrance Unified School District gets about 42 per cent of its budget from local taxes and about 53 per cent from state aid and the balance from miscellaneous sources.

The Torrance Unified School District's tax rate is \$2.87 including operating costs and bond and interest payments for buildings.

These are facts. J. H. Hull

The Torrance Press ordinarily does not reprint letters that are unsigned. In the Letter to the Editor below, however, the Press makes an exception since many of the points raised in the letter may open up further useful discussion. The Press welcomes all Letters to the Editor, provided they are signed. Names will be withheld on request.

GREAT WHITE WAY

Editor, Torrance Press.
What I have to say is of concern to the growth of Torrance and the surrounding Bay cities. Has anyone noticed how beautiful Hawthorne Boulevard is getting to be from Highway 101 to the Ventura county line? I call it the Great White Way.
Why can't we have entertainment attractions along its way? Why should we have to buck the traffic to downtown Los Angeles or Hollywood and bother about parking in congested downtown areas?

I would like to suggest that the WALTERIA Lake property which was to be used in the enlargement of the Torrance Airport could be put to other uses and advantages. Has anyone thought of getting one of the big league teams in the South Bay area? The WALTERIA Lake property would make a dandy field for a stadium, or a horse race track, or a mammoth arena for ice skating or boxing, or a Shrine circus or great big music hall such as Radio City in New York.

We certainly have the people to enjoy the entertainment here.

'Santa Land' Rises Again in El Prado Park

Downtown Torrance will not be the scene of a Christmas parade this year, it was announced by President J. H. Paget of the Downtown Retail Merchants Division of the Torrance Chamber of Commerce.

Past years have proven that a parade, in conjunction with the large crowds bent on Christmas shopping, creates a tremendous parking and traffic problem, Paget said. "Santa Land" will again be constructed in El Prado park and Santa Claus will be seated on a huge float which will be located in various sections of the city each day, chamber officials said.

"MY LIFE'S WORK IS INSURANCE"



John N. Conshafter

"I got into it by choice, and I like it! It deals with personal insurance problems which means I work with people. I help them buy their cars, protect their homes and plan their future security. These things are interesting and they are worthwhile. Let me help you with your personal insurance problems soon. I regularly receive special training for this work, too, so that I can continually serve you better."

It pays to know your STATE FARM Agent

1786 Lomita Blvd.
Across from Jim Dandy
Lomita DA 6-3044

John N. Conshafter

TORRANCE PRESS

119
Published Thursday and Monday at Torrance, California
Office
1406 Cravens Avenue
Torrance, California
Telephone: FA 8-2345
W. B. Zapata, publisher
W. E. King, general mgr.
Melvin Fiske, managing editor
Subscription Rates
Carrier Delivery 45c per month
Local and Out-of-town
per year \$12.00
(Payable in advance)
All manuscripts are submitted at owner's risk. The Torrance Press can accept no responsibility for their return.

By 1960, L.A. To Be Second Largest City

Data being prepared for distribution at the Tenth Annual Los Angeles Chamber of Commerce Business Outlook Conference revealed that the Los Angeles Metropolitan Area will top all other areas in the U.S., except New York, in population and retail sales by 1960, it was reported by Charles Detoy, 1958

Conference program and planning chairman.
Based on data from Sales Management magazine, statistics compiled by the Chamber's Research Department indicates that Los Angeles is expected to have a population of 6,622,400 in 1960. This will be a gain of 51.6 per cent over 1950, and a

total numerical gain of 2,254,500.
The Research Department's figures also pointed out that Los Angeles is growing at a faster rate than the New York-New Jersey Metropolitan Area.
Emphasizing the phenomenal growth of Los Angeles between 1950 and 1960, Detoy said this

area's development during the 10-year period will equal the combined gains of Metropolitan Chicago, Houston, Boston, Pittsburgh and New Orleans.
"By 1960 the Los Angeles Metropolitan Area will be larger than 41 individual states and will account for 3.72 per cent

of the total U.S. population and 4.79 per cent of the country's retail sales," said Detoy.
It was also noted that Los Angeles has passed Massachusetts and New Jersey in the population race during the past decade.
"Sales growth is equally astounding, and it is anticipated that by 1960 Los Angeles sales will equal \$10,823,300,000," Detoy continued. "The growth between 1950 and 1960, an unprecedented 98 per cent, will equal the combined sales growth of Metropolitan Chicago and Philadelphia."

KCOP

Thursday, 8:00 to 8:30 P.M.

"Adventure Tomorrow"

Channel 13

Mrs. Santa Shops the GOLD TAPE Way!

At Ralphs . . . and only at Ralphs . . . do you find such a combination of savings, quality, convenience . . . plus FREE Christmas gifts! So, Christmas-shop the "gold-tape way" while you grocery-shop at Ralphs proved lower prices. Deadline for Christmas Dolls, Holster Sets, Plush Puppies, is Dec. 15 . . . but there's no deadline for Duncan Hines Jet-O-Matic

Electric Coffeemaker, Stainless Steel Cookware, Chatham Blankets, Bath Towels, Melmac Dinnerware, Ballpoint Pens or Place Mats! So, Christmas-shop FREE, at



Ralphs FRESH PRODUCE

OREGON PIPPIN Apples EXTRA FANCY
3 Lbs. for 25¢

RED EMPEROR Grapes FANCY
3 Lbs. for 25¢

SWEET Tangerines FRESH
2 Lbs. for 29¢

RED Yams NO. 1
3 Lbs. for 25¢

INSTANT COFFEE
NESCAFE
6-oz. Jar \$1.15

Christmas Decorations

LIGHT SETS
Wired in Series String of 8 . . . 59¢
Parallel Individual Burning String of 7 . . . \$1.19
Outdoor String of 15 . . . \$4.25
AERO SNOW SPRAY 10-oz. Can . . . 49¢
ICICLES 2 3/4-oz. . . 25¢
3/4-oz. . . 3 for 25¢

Decorate windows and mirrors with
GLASS WAX COLOR KIT Each . . . 37¢
GLASS WAX STENCIL KIT Each . . . 56¢
GLASS WAX Each . . . 56¢

See our display of Christmas decorations. Complete assortments for your tree or wrapping needs.

BABY FOOD
BEECH NUT Strained
4 3/4-oz. Glass Jar 7¢

ARMOUR FRYING CHICKEN U.S.D.A. GRADE A

Whole Lb. . . . 33¢ Cut Up Lb. . . . 37¢
With Chicken or Ham serve Ocean Spray Cranberry Sauce

KINGMAN'S RELIABLE
Smoked Pork Loin 69¢
WHOLE OR HALF Lb. . . .
CENTER CUTS Loin or Rib Lb. . . . 79¢
BY THE PIECE
CENTER CUT CHOPS Loin or Rib Lb. . . . 83¢

WILSON'S TENDERMADE
Slice 'N Serve \$1.29
Ham Boneless, Lean and Shankless Lb. . . .
IOWA FARM
Sliced Bacon 1-lb. Pkg. . . . 49¢
BROADBILL
Swordfish Steaks Lb. . . . 55¢

Ralphs CATERING
Chocolate Bits Ice Cream 2.49¢
Pint . . . for Half Gallon 97¢

HONEY TREAT
Graham Crackers 29¢
1-lb.

Luer Franks 49¢
"New Juicy & Tender" 1-lb. Pkg. . . .
LUER Braunschweiger Lb. . . . 55¢
XLNT Beef Tamales Cryovac Pkg. of 2 . . . 27¢
SUNSHINE KRISPY Saltine Crackers 1-lb. . . . 31¢

Good at any Ralphs Market
This Ralphs Coupon
Worth 20¢
on Purchase of one 3-Lb. Can
SPRY SHORTENING
Thurs., Fri., Sat. & Sun. only, December 5, 6, 7 & 8, 1957
LIMIT ONE SHORTENING COUPON PER CUSTOMER

BRACH'S ROYAL ANNE
Chocolate Covered Cherries 13-oz. Box . . . 63¢
Plus 3¢ Tax

M.D. PINK
Toilet Tissue 4 Roll Pack 39¢
Plus 2¢ Tax

TOWNE PRIDE
Diet Preserves 5 1/2-oz. . . . 29¢

CLEAN for the HOLIDAYS
One Wipe DUST CLOTH 66¢
Plus 3¢ Tax

TOMATOES
DEL MONTE Stewed
1-lb. Can 15¢

TUNA
VAN CAMP'S OR EATWELL
Grated
6-oz. Can 17¢

KAL KAN
Tuna for Cats WITH SAUCE 2.23¢
6 1/2-oz. Can . . . Plus 1¢ Tax

DASH
Dog Food 1-lb. Can 2.29¢
Plus 2¢ Tax

Ralphs SINCE 1873

Store Hours: 9 A.M. - 9 P.M. Mon. thru Sat., 9 A.M. - 4 P.M. Sunday. Some stores open later. Call local store for hours. Crenshaw-Rodeo, Figueroa & Sunset stores open till midnight every night.

Ralphs FRESH BAKERY

Butter Loaf Bread ALL BUTTER MAKES THIS EXTRA DELICIOUS Std. 15-oz. 21¢

FAMOUS Honey Ruff Bread MAKES EXTRA DELICIOUS Lg. 1-lb. BREAKFAST TOAST 6.5-oz. 28¢

Good at any Ralphs Market
This Ralphs Coupon
WORTH 10¢
On Purchase of one 8-oz. Pkg. GEORGIA GOLDEN SHORE FROZEN SHRIMP CREOLE
Thursday, Friday, Saturday and Sunday only
December 5, 6, 7 & 8, 1957
LIMIT ONE COUPON PER PKG.

WAFFLES
EGGO Frozen
Pkg. of 3 10¢
Recommended by Chef Milan!

FRADELIS FROZEN
Swiss Steak or Veal Cutlet Dinner 12-oz. Pkg. 59¢

PICTSWEEP FROZEN
Butter Beans 10-oz. Pkg. for 35¢

PULICI FROZEN
Spaghetti Dinner 13-oz. Pkg. 49¢

Lifebuoy Soap
Regular Size Bar Both Size Bar
3 for 28¢ 2 for 27¢
Plus 1¢ Tax

"Tropical Island"
BAMBOO PLACE MATS
Perfect for the patio. Use them as place mats, runners, or lamp shades! Imported, sterilized, flexible and attractive in natural, black, or with vivid stripes or plaid effects; size 12x18 in.
Set of Four . . . 1.50 envelope
Prices Effective Thursday, Friday, Saturday & Sunday December 5, 6, 7 & 8, 1957
We Reserve the Right to Limit Quantities

Ralphs Nearest Store Is The South Bay Shopping Center, Redondo Beach and Hawthorne Blvds. at 174th

LOS ANGELES Third St. & Vermont Santa Monica Bl. nr. Vermont 400 No. Western nr. Beverly 5615 Wilshire Bl. (Miracle Mile) National & Sepulveda Crenshaw & Rodeo Road Third St. & San Vicente nr. La Cienega 3417 W. Washington	7813 So. Vermont Figueroa & Vermont ALHAMBRA 510 W. Main St. (cor. 5th) ANAHEIM Euclid at Santa Ana Freeway BEVERLY HILLS 9331 Wilshire Blvd. BURBANK 240 So. San Fernando	DOWNY Lakewood & Firestone Blvd. ENCINO 17800 Ventura Bl. (cor. Yarmouth) GLENDALE 201 W. Broadway (cor. Orange) 1416 E. Colorado (at Verdugo) HOLLYWOOD 7257 Sunset Blvd. 5711 Hollywood Bl. (cor. Wilton)	HUNTINGTON PARK Corner Florence & Rita INGLEWOOD W. Manchester & Crenshaw LA CANADA VILLAGE 2111 Foothill Bl. (east of Ocean View) LAKESIDE 4949 Paramount Blvd. (at Del Amo) LONG BEACH 2024 E. 10th St. (cor. Cherry) NO. HOLLYWOOD 4821 Lankershim (cor. Camarillo)	PACOIMA 9750 Woodman Ave. (cor. Van Nuys Blvd.) PASADENA 171 N. Lake St. RESEDA-WEST VAN NUYS Louisa & Saticoy SAN GABRIEL VALLEY Live Oak & Santa Anita SANTA MONICA 1213 Third St. at Wilshire	SOUTH BAY AREA Hawthorne & Redondo Bch. Blvds. at 174th VAN NUYS 14049 Ventura Blvd. (nr. Van Nuys Blvd.) WESTCHESTER 8704 So. Sepulveda Blvd. (nr. La Tijera) WESTWOOD 1142 Westwood (nr. Wilshire) WHITTIER Philadelphia & Comstock
---	--	--	--	--	---